

# Region 2 Regional Works Council

Draft Action Plan

*6.9.15 revision*

# Introduction

- Our region has tremendous educational resources for Career Tech Education and many promising pathways for employment and career development. While there are excellent programs within individual school corporations or third-party organizations, what is notably lacking is a region-wide, sustained, pervasive effort to introduce students to potential careers.
- This gap often results in lack of interest or awareness by students and a resulting lack of preparation for the technical educational opportunities and career possibilities available to them. As a result, many students do not pursue promising pathways or they lack direction and contribute to overall low post-secondary completion rates and under employment.

# Introduction—continued

- Our region seeks to be the statewide leader in developing, promoting and leveraging Career Exploration opportunities, programs and events for grade 6-12 students.
- We will accomplish this by coordinating among educators and employers across the region, by maximizing the impact of existing activities and by creating new Career Exploration opportunities.

# Introduction--continued

- Our expected outcomes include:
  - better student engagement and motivation;
  - increased utilization of Career Tech Ed programs for key employment categories;
  - increased employer engagement in Career Exploration programs; and
  - increased availability of properly educated and credentialed candidates for permanent employment.

# Key Employer Segments to Target:

- Manufacturing
- Health Care
- IT
- Building Trades
- Commerce (banking, real estate, etc.)
- Public Service/Military
- Social Service Philanthropy

L. Garatoni, S. Hoffman and G. Vollmer to develop specific plan for employer recruitment

# How we Define the Career Exploration Continuum

*(increasing engagement and intensity along the path)*

- Career Fairs
- Site Visits by Students to Employers
- Job Shadowing
- Internships/co-ops

# Key Steps

- Planning (L. Dercach, K. Lee, B. Wiebe)
  - Conduct survey to identify current efforts and constraints (student hours, etc.) by:
    - Career Tech Ed directors
    - Guidance counselors
    - Union training leaders
  - Include in survey any software or other career exploration tools used by educators
  - Create inventory of existing career exploration events held by Chambers, WIB, non-profits, etc. (T. Lee, D. Tyree, B. Wiebe, K. Lee)
  - Conduct meeting to refine plan concept or change direction
  - Develop overall timetable and budget
- Messaging/Marketing Development
  - Develop marketing plan and communications tactics
- Implementation
  - Begin implementation in fall 2015

# Plan Implementation and Outcomes

- A series of segment specific career fairs held at a fixed place within the region (e.g., Century Center)
- Coordination with and region-wide publicity for existing events
- Region-wide publicity of career exploration resources, including:
  - Learn More Indiana
  - Drive of Your Life
  - My Next Move
  - IndianaINTERNet ([www.IndianaINTERN.net](http://www.IndianaINTERN.net))
  - Dream It. Do It.
  - College on Track software



# Plan Implementation--continued

- Augment resources available to educators and career counselors
- Recruitment of employers willing to host site visits, job shadowing and internships\*
- Support for employers in designing and conducting CE programs/events

\* including SJ Chamber forum, IVY employer councils, A+ Partners, NIWIB board and councils, others?

# Resources Required

- Initially, investigate resources provided by DWD through CELL
- Determine availability and applicability of State RWC grants
- Determine required resources for hands-on coordination and development of promotion and marketing materials, event planning and execution, employer engagement and support
- Determine need for any private fund-raising
- Engage marketing communications and other outside resources as required by Plan tactics

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